Company Tracking Number: BA25138ST

TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010

Plans 2010

Product Name: GROUP MEDICARE SUPPLEMENT

Project Name/Number: ADVERTISING/BA25138ST

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SERFF Tr Num: UHLC-127933177 State: Arkansas

SUPPLEMENT

TOI: MS08G Group Medicare Supplement - SERFF Status: Closed-Filed- State Tr Num: 50578

Standard Plans 2010 Closed

Sub-TOI: MS08G.001 Plan A 2010 Co Tr Num: BA25138ST State Status: Filed-Closed

Filing Type: Advertisement Reviewer(s): Stephanie Fowler

Authors: Michelle Ambach, Bobbie Disposition Date: 01/05/2012

Walton

Date Submitted: 12/28/2011 Disposition Status: Filed-Closed

Implementation Date Requested: Implementation Date:

State Filing Description:

General Information

Project Name: ADVERTISING Status of Filing in Domicile: Not Filed

Project Number: BA25138ST

Date Approved in Domicile:

Requested Filing Mode: File & Use

Domicile Status Comments:

Explanation for Combination/Other: Market Type: Group

Submission Type: New Submission Group Market Size: Large Group Market Type: Association Overall Rate Impact:

Filing Status Changed: 01/05/2012

State Status Changed: 01/05/2012 Deemer Date:

Created By: Michelle Ambach Submitted By: Bobbie Walton

Corresponding Filing Tracking Number: BA25138ST

Filing Description:

Submitted for your review is advertising for use in connection with the AARP group health insurance plans. The enclosed advertising is new and does not replace any previously submitted advertisement.

The website GoLong.com referenced in the letters, is in the final stages of development. Until the site is completed, filed, and approved by the State of prospective customers who enter the GoLong.com address into their browser will link to the Arkansas approved interim landing pages, WB25343ST, WB25344ST, WB25125ST (9/11), which were approved on 9/29/2011 under SERFF tracking number UHLC-127624787. These landing pages offer the user the

Company Tracking Number: BA25138ST

TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010

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opportunity to request product information to be sent to them, and/or they can click a link that will take them to aarpmedicareplans.com, where more product information is available.

The enclosed materials will be utilized with the following which were approved by the Department on 11/5/09, under State Tracking number 43459.

Standardized Medicare Supplement Certificates: MDA 0001 - MDN 0007 (Mass Marketed)

Standardized Medicare Select Certificate: MDSC 0008, MDSF 0009 (Mass Marketed)

Plan Benefit Tables: BT25 - BT33

BT002 ST AB, CF, KLN BT002 ST CCSelect, BT002 ST FFSelect

Plan Overviews: POV3, POV4 Rules & Disclosures: RD4, RD5

Premium Rate Pages: MRP0001 (Med Supp), MRP0002 (Med Select) - - (All Non-Agent Marketing

Channels)

MRP0003 (Med Supp), MRP0004 (Med Select) - - (All Marketing Channels)

The following enrollment application(s) will be used with the enclosed advertising material(s) approved by the Department on 11/13/09 under State Tracking Number 43696: M75146IMMMAR01 01B, M92942MNMMAR01 01B, M94140MNMMAR01 01B, S75646IMMAR01 01B, S93042MNMMAR01 01B, S94340MNMMAR01 01B.

The definitions, disclosures, eligibility requirements, exclusions, limitations, Group Policy Form No. GRP 79171 GPS-1, as well as, the statement, "...not connected with, or endorsed by, the U.S. Government or the federal Medicare program," can be found in BA25014AR which was approved by the Department on 11/3/09 under State Tracking Number 43646.

Company and Contact

Filing Contact Information

Susan Cipollo, Director

Susan_J_Cipollo@uhc.com

880 Blair Mill Rd.

215-902-8444 [Phone]

Horsham, PA 19044

215-902-8813 [FAX]

Filing Company Information

UnitedHealthcare Insurance Company CoCode: 79413 State of Domicile: Connecticut
185 Asylum Street Group Code: 707 Company Type: Life and Health

Hartford, CT 06103 Group Name: State ID Number:

Company Tracking Number: BA25138ST

TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010

Plans 2010

Product Name: GROUP MEDICARE SUPPLEMENT

Project Name/Number: ADVERTISING/BA25138ST

(860) 702-5000 ext. [Phone] FEIN Number: 36-2739571

Filing Fees

Fee Required? Yes

Fee Amount: \$300.00

Retaliatory? No

Fee Explanation: $$50 \times 6 = 300

Per Company: No

COMPANY AMOUNT DATE PROCESSED TRANSACTION #

UnitedHealthcare Insurance Company \$300.00 12/28/2011 54877053

Company Tracking Number: BA25138ST

TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010

Plans 2010

Product Name: GROUP MEDICARE SUPPLEMENT

Project Name/Number: ADVERTISING/BA25138ST

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Close	d Stephanie Fowler	01/05/2012	01/05/2012

Company Tracking Number: BA25138ST

TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010

Plans 2010

Product Name: GROUP MEDICARE SUPPLEMENT

Project Name/Number: ADVERTISING/BA25138ST

Disposition

Disposition Date: 01/05/2012

Implementation Date: Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

Company Tracking Number: BA25138ST

TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010

Plans 2010

Product Name: GROUP MEDICARE SUPPLEMENT

Project Name/Number: ADVERTISING/BA25138ST

Schedule	Schedule Item	Schedule Item Status Public Access
Supporting Document	SOV	Filed-Closed Yes
Form	ADVERTISING	Filed-Closed Yes

Company Tracking Number: BA25138ST

TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010

Plans 2010

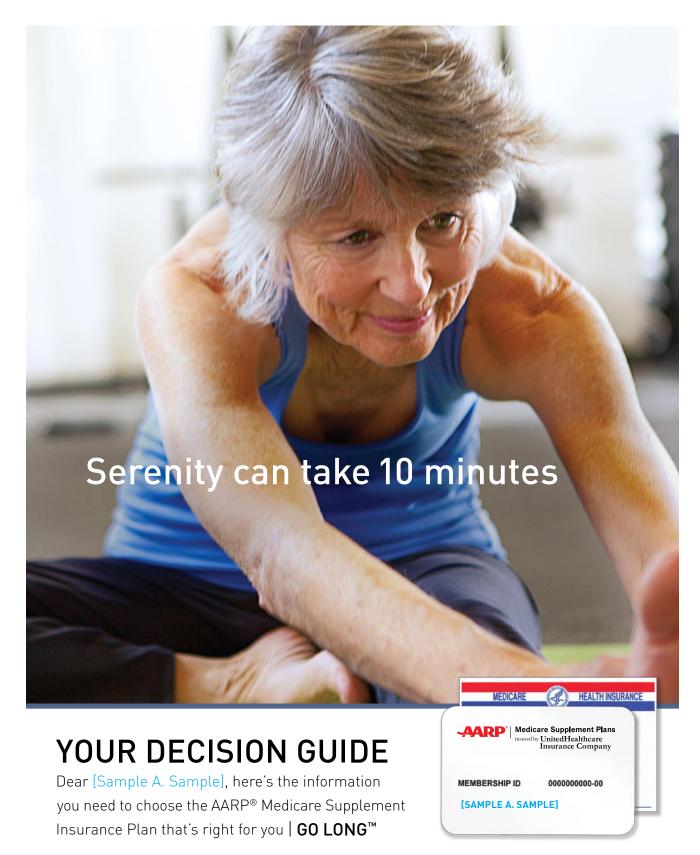
Product Name: GROUP MEDICARE SUPPLEMENT

Project Name/Number: ADVERTISING/BA25138ST

Form Schedule

Lead Form Number: BA25138ST

Schedule	Form	Form Type Form Name	Action	Action Specific	Readability	Attachment
Item	Number			Data		
Status						
Filed-	BA25138S	Advertising ADVERTISING	Initial		45.000	BA25138ST.p
Closed	Т					df
01/05/2012	2					
Filed-	BA25139S	Advertising ADVERTISING	Initial		45.000	BA25139ST.p
Closed	Т					df
01/05/2012	2					
Filed-	BA25140S	Advertising ADVERTISING	Initial		45.000	BA25140ST.p
Closed	T					df
01/05/2012	2					
Filed-	OA25134S	Advertising ADVERTISING	Initial		45.000	OA25134ST.p
Closed	T					df
01/05/2012	2					
Filed-	OA25135S	Advertising ADVERTISING	Initial		45.000	OA25135ST.p
Closed	Т					df
01/05/2012	2					
Filed-	OA25136S	Advertising ADVERTISING	Initial		45.000	OA25136ST.p
Closed	Т					df
01/05/2012	2					



[1-866-434-5665] [GoLong.com]

Not connected with or endorsed by the U.S. Government or the federal Medicare program.



Dear [Sample A. Sample], here's the information you need to choose the AARP® Medicare Supplement Insurance Plan that's right for you | GO LONG™

[1-866-434-5665] [GoLong.com]

[SAMPLE A. SAMPLE]

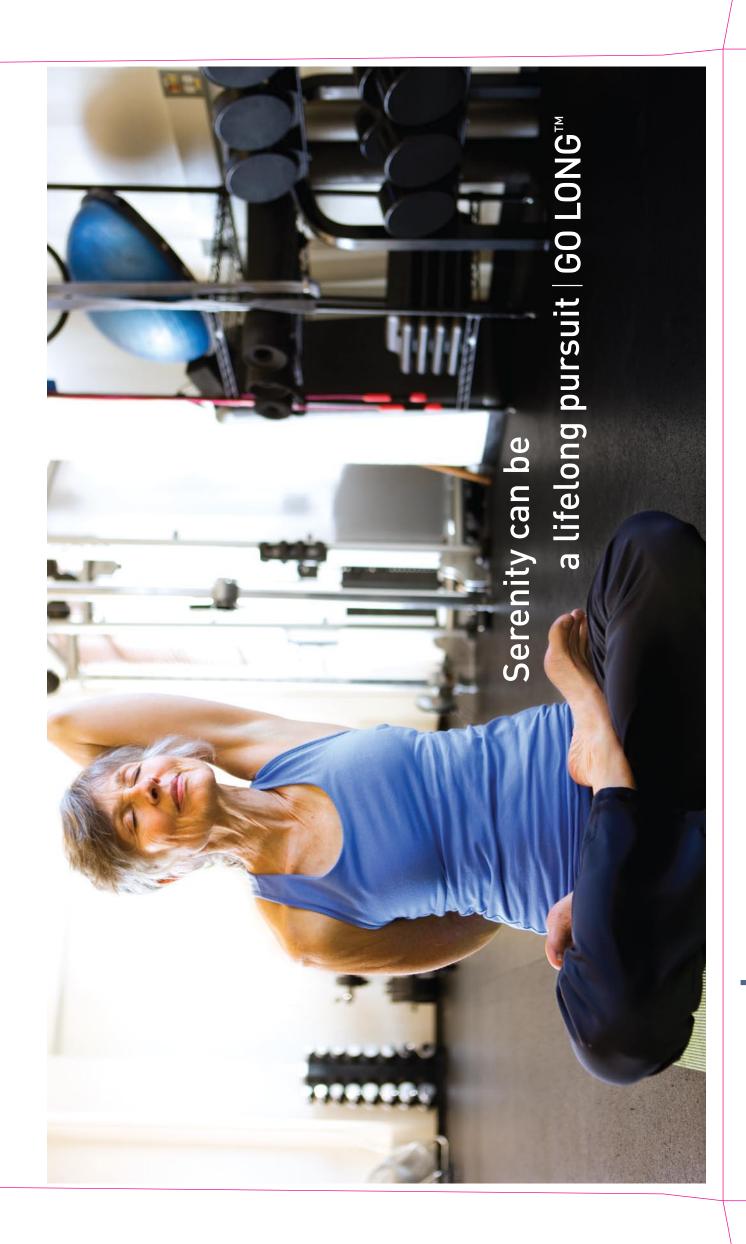
Not connected with or endorsed by the U.S. Government or the federal Medicare program.



[1-866-434-5665] [GoLong.com]

Not connected with or endorsed by the U.S. Government or the federal Medicare program.

*infogroup/ORC, "Substantiation of Advertising Claims Concerning AARP Medicare Supplement Insurance Plans," [December, 2010], www.uhcmedsupstats.com or call 1-800-523-5800 to request a copy of the full report.



AARP® Medicare Supplement Insurance Plans
Insured by UnitedHealthcare Insurance Company
[UnitedHealthcare Insurance Company of New York for New York Residents]
P.O. Box 1017, Montgomeryville, PA 18936-1017

Not connected with or endorsed by the U.S. Government or the federal Medicare program.

PRSRT FIRST-CLASS MAIL U.S. POSTAGE PAID UNITEDHEALTHCARE

Sample A.Sample 1234 Main Street Apt. 56 Anytown, USA 12345 CODE XXXXXXXX

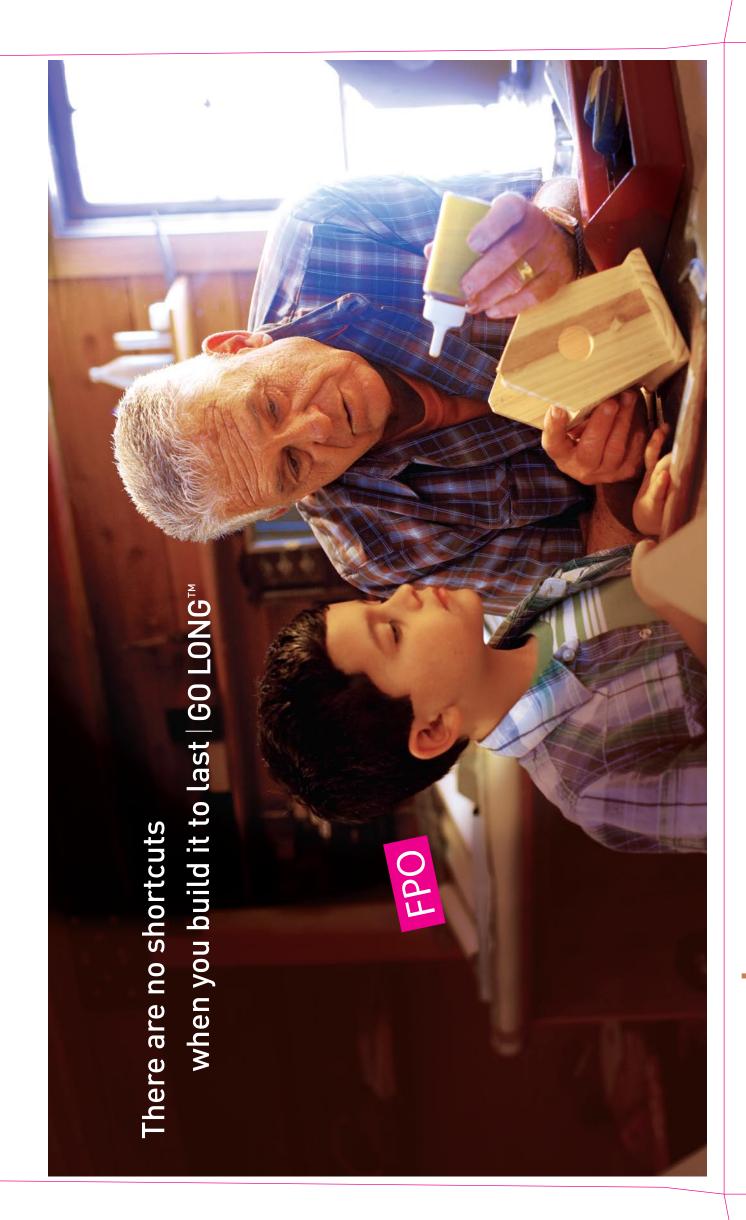
HERE IS THE INFORMATION YOU REQUESTED.

YOUR DECISION GUIDE

Designed to help you choose the AARP® Medicare Supplement Insurance Plan that's right for you.



0A25134ST



AARP® Medicare Supplement Insurance Plans
Insured by UnitedHealthcare Insurance Company
[UnitedHealthcare Insurance Company of New York for New York Residents]
P.O. Box 1017, Montgomeryville, PA 18936-1017

Not connected with or endorsed by the U.S. Government or the federal Medicare program.

PRSRT STD U.S. POSTAGE PAID UNITEDHEALTHCARE

Sample A.Sample 1234 Main Street Apt. 56 Anytown, USA 12345 CODE XXXXXXXX

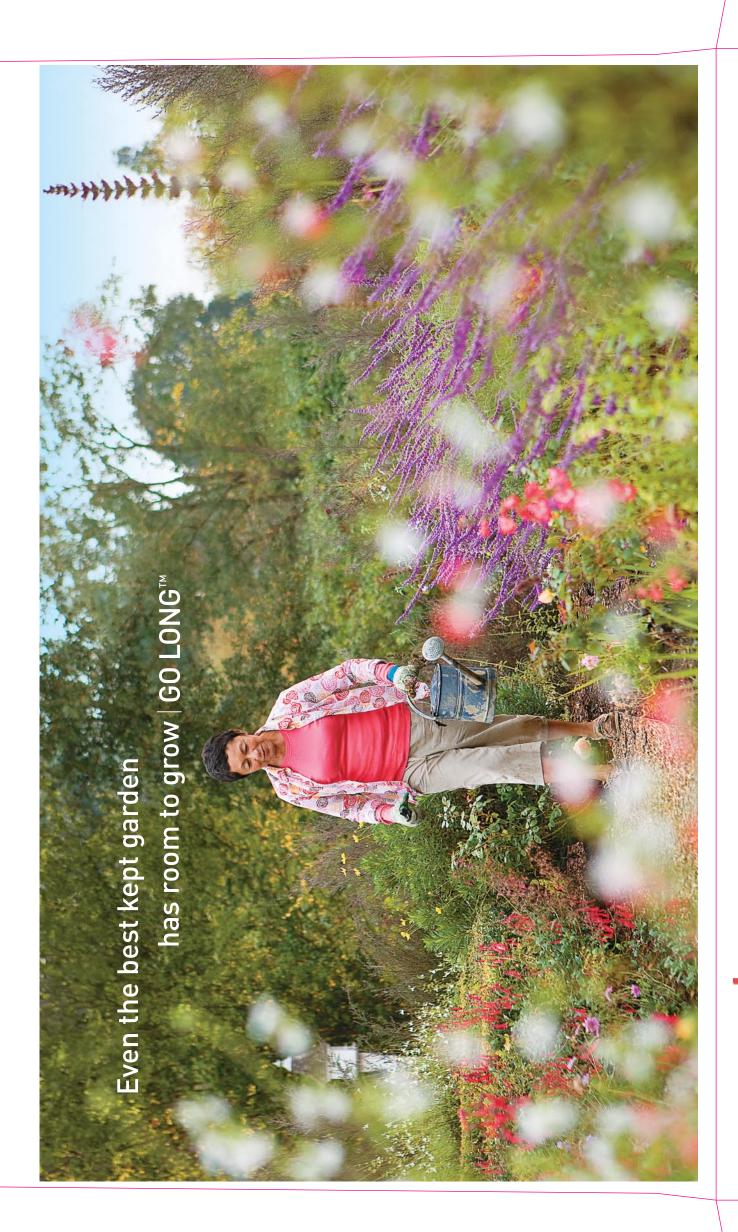
HERE IS THE INFORMATION YOU REQUESTED.

YOUR DECISION GUIDE

Apply now for your earliest plan start date.



0A25135ST



AARP® Medicare Supplement Insurance Plans
Insured by UnitedHealthcare Insurance Company
[UnitedHealthcare Insurance Company of New York for New York Residents]
P.O. Box 1017, Montgomeryville, PA 18936-1017

Not connected with or endorsed by the U.S. Government or the federal Medicare program.

PRSRT STD U.S. POSTAGE PAID UNITEDHEALTHCARE

Sample A.Sample 1234 Main Street Apt. 56 Anytown, USA 12345 CODE XXXXXXXX

HERE IS THE INFORMATION YOU REQUESTED.

YOUR DECISION GUIDE

Apply now to start getting help with some of the costs not paid by Medicare.



0A25136ST

Company Tracking Number: BA25138ST

TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010

Plans 2010

Product Name: GROUP MEDICARE SUPPLEMENT

Project Name/Number: ADVERTISING/BA25138ST

Supporting Document Schedules

Item Status: Status

Date:

Satisfied - Item: SOV Filed-Closed 01/05/2012

Comments:

Attachment:

65+ Full file SOV.pdf

STATEMENT OF VARIABILITY

BROCHURE: BA25138ST, BA25139ST

Variable	Description
[Sample A. Sample]	The Name of the individual to whom we are mailing this letter
[1-866-434-5665]	[1-866-434-5665] is the customer service phone number used for this campaign and will not vary.
[GoLong.com]	[GoLong.com] is the website used for this campaign and will not vary.

BROCHURE: BA25140ST

Variable	Description
[Sample A. Sample]	The Name of the individual to whom we are mailing this letter
[1-866-434-5665]	[1-866-434-5665] is the customer service phone number used for this campaign and will not vary.
[GoLong.com]	[GoLong.com] is the website used for this campaign and will not vary.
Footnote: [December, 2010]	[December, 2010] is the current date of when the study was conducted.

Outer Envelopes: OA25134ST, OA25135ST, OA25136ST

Variable	Description
Sample A.Sample 1234 Main Street Apt. 56 Anytown, USA 12345 CODE XXXXXXXX	The Name, Street Number, Street Name, City, State, and Zip Code of the individual to whom we are mailing this letter